INFLUENCE OF TECHNOLOGYBASED SERVICES TO ENHANCEGUEST EXPERIENCE IN THE STAR CATEGORY HOTELSOF AURANGABAD AND PUNE REGION

INTRODUCTION

Hotels may differentiate themselves in today's market by capitalizing on technological advancements, which are a must in order to meet the needs of visitors. Hotels are realizing the necessity of service innovation to fulfill the ever-evolving requirements and expectations of visitors who want new and interesting experiences, despite the difficulties of developing distinctive capabilities and overcoming the barriers to innovation in service companies. There has been an uptick in recent years in the number of hotel guests who anticipate easy access to the latest and greatest technology. In the past, hotel rooms provided guests with access to cutting-edge amenities that were otherwise unavailable in their everyday lives. This is not the case anymore; guests often prefer their own facilities to those provided in hotel rooms. Therefore, it is crucial to provide technological services that are in line with market conditions and client needs. There has been a rise in the use of innovative technology in the hospitality industry in recent years (Ruiz-Molina, 2018), and this is due in large part to the technological advancements made by hotels. Different hotels differentiate themselves in different ways; some use a number of little innovations, while others focus on one major notion. The true difficulty is in maintaining these innovative procedures while also raising awareness of and appreciation for them among the establishment's clientele. An innovation may take the form of a novel process, thought, or creation (Hostettler, 2016). Because of how quickly hotels' rivals can replicate successful strategies, the industry is always under pressure to try new things.

Customers' feelings about receiving both concrete and intangible services contribute to what we call "customer satisfaction." Tourists continue to prioritize environmental quality among other elements in assessing consumer happiness. Because of the importance of the physical setting in the provision of services, it is reasonable to assume that such elements would predominate in any list of service qualities (Berry, 1985; Chang, 2000). Pollution in the environment has been linked to health concerns and higher healthcare costs for humans (Ullah et al., 2019a). The cleanliness of the hotel's rooms, bathrooms, kitchens, and dining spaces, as well as the quality of the food served, and the level of external pollution, are the top concerns of hotel guests (Darko et al., 2015; Alananzeh, 2017).

Environmental elements including weather and air quality have been demonstrated to alter people's emotions (Deng and Hong, 2019; Hirshleifer and Shumway, 2003; Lepori, 2016; Levy and Yagil, 2011), and researchers have discovered that this has an impact on people's decision making. consumers' happiness and intent to book via an online service are mostly dependent on physical products, and exposure to outside pollution might influence consumers' booking preferences. Customers who shop online will prioritize locations with high air quality because of the risk of health issues associated with being in a dirty environment. Daily data on air quality are available through the Air Quality Index (AQI), which also details the air's cleanliness and pollutant levels and highlights potential health risks (Levy and Yagil, 2011). According to Robinot and Giannelloni (2010), the natural environment is a major factor in tourists' decisions on where to go and where to stay. In fact, seventy-three percent of German travelers consider environmental protection information before making reservations. According to Fairweather et al. (2005), 61% of visitors to New Zealand choose for hotels with an environmental certification despite the fact that they cost more. Customers' online booking intents are heavily influenced by the surrounding environment, but other aspects also come into play (Iacobucci et al., 1995).

Technology requirements of guests are evolving. As a hotelier, it is essential that you monitor these changes and make adjustments to your hotel's technology stack as needed. Keeping up now is far better than trying to catch up later, so it is worth the time and effort. This necessitates using up-to-date technology and taking full use of their benefits. It's important to keep up with technological developments by reviewing what's out there and deciding what makes the most sense for your property. Better reviews, more customers, and more money may all result from providing the kind of cutting-edge service that today's vacationers expect from their hotels.

LITERATURE REVIEW

Padma, P., & Ahn, J. (2020) Satisfaction and unhappiness among luxury hotel guests. The study examined Trip Advisor evaluations of Malaysian luxury hotels to gain a better understanding of the most important aspects of luxury hotel service. It was shown that the primary topics of luxury hotel service quality included hotel-related qualities, room-related attributes, staff-related attributes, travel-related attributes, and probable outcomes, according to the content analysis carried out using word frequency analysis (WFA). It's also used the critical event approach to look into the causes and effects of visitors' happiness and discontent with a hotel. When it comes to word of mouth and return intentions, quality of rooms and interaction with staff were shown to be the most crucial factors. This study adds to the body of knowledge by doing an empirical examination of the textual background and discussing the idea of luxury service, both of which have received little attention in developing nations to date.

Pham, L., Williamson, S., Lane, P., Limbu, Y., Nguyen, P. T. H., & Coomer, T. (2020) Luxury hotel perceptions of value and customer satisfaction were crucial factors. Customer technological readiness, perceived value, satisfaction with hotel website integrated self-service technologies, and purchase intention were investigated in this study. Six hundred and eighty-eight foreign visitors who stayed in luxury hotels in Vietnam's major cities provided the study's data. Structural equation modeling was used to analyze the data. It was determined from the findings that optimism and innovativeness positively influence customer perceived value, while insecurity influences consumer perceptions; optimism and innovativeness positively influence customer experience; insecurity negatively influences customers purchase intention; customer perceived value positively influences customers satisfaction and purchase intention, and customer satisfaction positively influences customers purchase intention. The researchers describe their theoretical contributions as well as the practical ramifications of their findings. Hotels should pay special attention to the needs of guests who may be feeling uneasy or unprotected. Customer satisfaction can only be achieved if hotels give their guests clear instructions on how to utilize and operate key technology, and then assist them in interacting with them.

Huy, L. V., Nguyen, P. T. H., Pham, L., & Berry, R. (2019) Luxury Hotels in Vietnam

were well-prepared technologically and happy with the results. The study's goal was to determine the link between consumer technological preparedness, acceptance of modern technology, and satisfaction with current luxury hotel technology. The study included data from 828 foreign visitors who stayed at five-star hotels in Vietnam for a week or more. The findings indicated that optimism and innovativeness had a good impact on perceptions of usability, whereas four technological readiness factors had a positive impact on those perceptions. Optimism, pain, and insecurity all affected how satisfied customers were with the technology they used. Perceived simplicity of use also influenced perceived utility and customer satisfaction with technological products and services. Also highlighted has future research prospects, management consequences, and theoretical contributions.

Spencer, A. J., &Chevers, D. A. (2018) The impact of technology on Bahamian hotels' ability to meet and surpass guests' expectations It's easier to see the global digital gap between developed and developing countries when the researcher looked at tourism and hospitality since destinations and countries that generate tourists come from all over the world and have varying economic standings and degrees of ICT penetration. With developing country status, Caribbean destinations including the Bahamas try to cater to and meet the expectations of visitors from developed countries, which creates a clear divide when it comes to customer satisfaction. The research aims to find out whether information and communications technology (ICT) influences customer satisfaction in Bahamian hotels. According to the findings, there was a strong link between hotel guests' contentment and ICT adoption. Customers were more likely to be satisfied with products and services if industry managers know about the ICT components that have the biggest impact on customer satisfaction.

Navare, P. S. (2017) Two to five-star hotels and resorts in Pune studied for the management of green/environment-friendly techniques. One of the world's largest industries was hospitality. Hotels were open 24 hours a day, 365 days a year, and provided everything from lodging to dining to spa and wellness services. Pollution, trash creation, and greenhouse gas emissions were all increased as a result. The push for sustainability has gained traction in a wide range of industries and across the globe. The urged to live in harmony with one's surroundings and decrease one's environmental impact was becoming increasingly important to governments, non-governmental groups, companies, and consumers. The hotel business has also begun to embrace the idea of sustainability. Travelers nowadays were concerned

about their carbon impact, and as a result, they were increasingly choosing to stay in environmentally friendly hotels. As a result, many hotels were adopting eco-friendly methods to meet the demands of today's guests while also doing their part to protect the environment. Pune has a significant metropolis in Maharashtra's western region. Many corporates and business travelers have taken advantage of the short-term prices. Since the turn of the century, the Pune region has seen an influx of star-rated hotels owned by global conglomerates.

NguyenHueMinh(2014) With Vietnamese hotels, looked at how client satisfaction relates to the quality of service. The major source of data was the 432 guests of Da Nang's 33 three-star hotels. Because of the findings, customer satisfaction was highly impacted by reliability, responsiveness, assurance, and empathy. Customer satisfaction was strongly correlated with hotel service quality, according to the findings of the study.To attain elevated levels of customer satisfaction and customer loyalty as well as commercial profit, managers should put empathy, reliability, responsiveness, and assurance at the top of their priority list. Four of the five quality dimensions have a major influence on customer satisfaction, but only one of them, tangible, does not. As a result, both academic and practical activities should place a high value on service quality. According to the findings, hotel owners and operators should devote adequate resources to employee training. A better understanding of vocational skills and expertise will make hotel workers more capable of providing superior service to guests.

Hamad Saleem and Naintara Sarfraz Raja (2014) Studied the link between Pakistani hotel service quality and customer happiness, as well as the relationship between brand image and customer loyalty. Eight 3 and 5-star hotels in Pakistan were used to gather most of the data for this study. Customers were randomly selected to receive one of 250 surveys, which were then distributed using the random sampling approach.According to the findings of the study, providing high-quality services increases customer pleasure, which in turn increases customer loyalty. Client happiness and service quality were intertwined since excellent quality also boosts customer satisfaction. Hotels were better able to please consumers when they raised the level of service they provided.According to the findings of the preceding study, satisfied customers were more likely to remain loyal. Customers who were happy with the hotel's service were more likely to return, which influences purchase decisions. Furthermore, brand image was intricately linked to consumer loyalty and service excellence. The hotels tried to create a distinct brand image for their consumers by making them feel more comfortable.

Because of this, to raise living standards, service quality must be increased, which will lead to happier customers and more steadfast brand loyalty.

Alireza Tafreshi Motlagh (2013) The quality of service evaluated in Iran's hotel business leads to customer loyalty. Four Iranian hotels provided data for this study, which was conducted utilizing that information. A convenience sample strategy was used to gather data. This study used 300 questionnaires delivered to clients to achieve this goal. Finally, we got 122 surveys from the people who took the time to fill them out.Certain service quality aspects had a substantial impact on perceived value, according to the data. In addition, customer happiness was influenced directly by service quality and perceived value. Finally, loyalty increases dramatically because of increased satisfaction. When it comes to perceived value, four aspects of service quality directly contribute to it: tangibles, responsiveness, certainty, and empathy. Hotel guests' pleasure was heavily influenced by characteristics such as tangibles, dependability, responsiveness, and perceived value in the service business. Furthermore, it was shown that customer pleasure had a considerable impact on consumer loyalty.Customers' loyalty was found to be a result of service quality, although the perceived value and customer satisfaction were shown to be in the middle of the spectrum of importance.

YangYu(2012) Researched the perspective of customers towards the marketing mix and customer satisfaction in low-cost hotels in China, as well as customer loyalty in low-cost hotels. Customers of a low-cost hotel in China were given 450 questionnaires, which were delivered by the researcher. There were 400 completed and useable surveys. This study's findings revealed a good relationship between consumer perception of the product/service and advertising, and that relationship had a beneficial influence on customer loyalty. Budget hotel owners may utilize this data to establish their target market and develop a solid marketing mix strategy to increase customer happiness and loyalty, the researchers found from their research.

Omar Z. Enizan Allaire (2011) Looked at how consumers' perceptions of service quality and loyalty were affected by tangible and intangible characteristics of hotel service quality. Data was gathered from 209 guests at a few hotels in the Syrian seaside city of Al-Ladinian. In this research, it was shown that factors such as hotel design, hotel equipment, and hotel ambient conditions all had an impact on how consumers perceived the overall quality of service. Customers' total sense of service quality was shown to be influenced only by

intangible elements such as empathy and assurance, according to the findings. Furthermore, the findings showed that consumer loyalty was highly influenced by empathy, certainty, and dependability. According to the findings of the study, hotel managers and owners should pay close attention to all tangible aspects of service quality at their establishments because such aspects have an impact on customer loyalty and can result in increased profitability for the establishment. In addition, intangible elements such as dependability, certainty, and empathy should be taken into account because they play a significant part in retaining consumers' loyalty.

OBJECTIVES

- To identify the factors which leads to the adoption of ICT in hotel industry.
- To find out the extent to which the hotel industry adopted ICT.
- To study the impact of usage and adoption of ICT on business performance in hotel industry. (Relative Advantage, Compatibility, Complexity, Perceived Social Influence, Organisation's Location, Top Management Support, Competitive Pressure, Government Support, ICT Adoption, Business Performance, Organisation's Size).

HYPOTHESIS

- **Hypothesis 1 (H1):** Relative Advantage of Perceived Social Influence is a predictor of Adoption of Information and Communication Technology (ICT) in Hotel Industry.
- **Hypothesis 2 (H2):** There is a significant impact of ICT Adoption on Business Performance in Hotel Industry.
- **Hypothesis 3 (H3):** Competitive Pressure is a predictor of Adoption of Information and Communication Technology (ICT) in Hotel Industry.

RESEARCH METHODOLOGY

RESEARCH DESIGN

The strategy, framework, or plan that is used to provide solutions to research issues is known as the research design. The research topic and the researcher's own beliefs should guide the selection of a research design. To understand the adoption of ICT and its influence on business performance among India's hotel sector, our research will heavily depend on the Positivist continuum using quantitative data analysis methodologies. Using a descriptive research approach, this research topic will be examined.

SAMPLES AND SAMPLING PROCEDURES

Information about the methods will be used to collect, process, and analyze the data. The research needed a sample size of 450 employees and 50 HR/training managers out of a total population of 500. The sample size will be precisely proportional to the number of personnel in each hotel since we will use a proportionate sampling approach, which involves selecting a sample based on each hotel's percentage contribution to the entire population.

STUDY AREA

In the Indian state of Maharashtra, you'll find the city of Aurangabad, which goes by the official name Chhatrapati Sambhajinbagar (at present Chhatrapati Sambhajinagar). Greater Marathwada is home to this metropolis, which also serves as the district capital of Aurangabad. Aurangabad, with a population of 1,175,116, is the fifth most populous urban area in Maharashtra, behind Mumbai, Pune, Nagpur, and Nashik. It is located on steep upland terrain in the Deccan Traps. Famous for its exquisite silk fabrics and cotton textiles, the city is a significant producer of these materials. Dr. Babasaheb Ambedkar Marathwada University is

one of the prestigious schools housed in the city. The city's proximity to famous tourist spots, including as the Ellora and Ajanta cavesboth of which have been UNESCO World Heritage Sites since 1983makes it a prime location for tourism. Jama Mosque, Bibi Ka Maqbara, Himayat Bagh, Panchakki, Salim Ali Lake, Devagiri Fort, Grishneshwar Temple, and the Aurangabad Caves are among the other popular tourist destinations. Aurangabad is known as the "City of Gates" because to its 52 gates, some of which are still standing. The Aurangabad Industrial City (AURIC) was the pioneer greenfield industrial smart city in India in 2019, according to the country's Smart Cities Mission.

DATA COLLECTION

Between December 2022 and February 2023, 500 respondents from star category hotels in the Aurangabad and Pune area will be filled out study questionnaires. This will include 450 employees and 50 HR/training managers.

TOOLS FOR RESEARCH COLLECTION INSTRUMENTS

Questionnaires will be used to gather main data for the research. Data collection from the chosen hotel workers will be done using questionnaires. Because they ask about people's experiences, emotions, motives, attitudes, and achievements, questionnaires are suitable for research because they gather information that is not immediately apparent. The survey questions might be either open-ended or closed-ended. An online poll with hotel guests (star category) is included in the study as a quantitative component. In a survey, interviewers pose questions to those who are being surveyed in an effort to get as accurate an image as feasible.

Pilot testing of the Instruments

A small pilot sample of respondents with comparable characteristics as the study respondents will beused to evaluate the questionnaires, after which they will be reviewed by the researcher's professional peers and the research supervisor. Eight members of the management team from the same preselected hotels made up the pilot sample. A random sampling procedure will be used to choose the pilot group. Depending on the size of the research, Mugenda and Mugenda (2003) recommend a piloting sample that is between 1% and 10% of the total sample. In order to ensure that all participants understood the same thing, piloting helps identify questions that could be too general.

DATA ANALYSIS TECHNIQUES

We will use the Statistical Package for the Social Sciences (SPSS, Version 21.0) to clean, code, input, and analyze the data. SPSS will be chosen due to its speed, adaptability, and ability to provide more precise analysis, leading to trustworthy results. To prepare data for analysis, data processing technically involves cleaning, sorting, coding, and tabulating the obtained data. When analyzing data, it's common practice to calculate certain metrics and look for trends in the correlations between the dependent and independent variables. All of the data will be examined in light of the study's goals and factors.

EXPECTED OUTCOME

In light of these conclusions, it is imperative for hotel managers and policymakers to recognize the strategic significance of ICT adoption and invest in digitalization initiatives accordingly. By embracing technology-driven solutions, hotels can enhance their competitiveness, improve operational efficiency, and deliver superior guest experiences. However, successful ICT adoption requires a concerted effort from all stakeholders, including hotel management, employees, technology vendors, and government agencies. Collaboration and knowledge-sharing are essential for overcoming challenges and unlocking the full potential of technology in the hotel industry. After an extensive examination of the hypotheses and their corresponding results, along with the broader findings of the study, several conclusive remarks can be drawn.

Now at this stage of the study reached to the final conclusion and finding and suggestion as per the objectives and hypothesis.

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